

August 31, 2015  
AEON MALL Co., Ltd.  
AEON CO., LTD.

～ Discover Your Own Style at Our Parks ～  
**Latest Concept Mall “AEON MALL Beijing Fengtai”**  
**Makes Grand Opening September 19**

Aeon Mall Co., Ltd. (hereinafter “the Company”) opens Aeon Mall Beijing Fengtai (hereinafter “the Mall”) on September 19 as its second mall in Beijing, China.

The Mall is the Company’s second in Beijing, following Aeon Mall Beijing International Mall its very first overseas mall opened in 2008. Today, the Company operates a total of seven malls in China, expanding from Beijing, Tianjin, Suzhou to Wuhan. In this fiscal year, the company plans to open six malls including Aeon Mall Beijing Fengtai, Aeon Mall Suzhou Yuanqu Hudong opened in June, and two malls in the new area, Aeon Mall Guangdong Panyu Square in Guangzhou City, Guangdong Province, and Aeon Mall Hangzhou Liangzhu Xincheng in Hangzhou City, Zhejiang Province.

■ **Location of Aeon Mall Beijing Fengtai**

The Mall is located in the southern part of Beijing, and situated about 1km south of the 4<sup>th</sup> Ring Road, one of the main arterial roadways circling Beijing. The district is easily accessed not only from the surrounding area, but also from the central Beijing beckoning customers from a wide area. The Mall site is adjacent to Headquarters Base, a base for the headquarters of many large Chinese companies, and surrounding areas are also being developed. Thus, the site is expected to continue further development in the future.

**Features of Aeon Mall Beijing Fengtai**

- ◇ The Mall is the largest shopping mall in the Fengtai district, featuring 80 specialty stores, newly introduced to the district. Each floor of the Mall features a “Find Your Favorite Park” designed around a specific theme, offering new kinds of urban lifestyle.
- ◇ A spacious water fountain square of approximately 1,000m<sup>2</sup> wide welcomes shoppers outside the central entrance. Inside the Mall, there are three main courts designed around specific themes, which create comfortable spaces for customers. The Mall was designed to conserve the environment, equipped with cutting-edge lighting and energy-efficient facilities. The Mall provides rental cycle stations, which are being promoted by the Beijing municipal government, and 15 recharging stations for electric vehicles. Through these initiatives, Aeon collaborates with its customers to conserve and protect the environment.
- ◇ Aeon Beijing Fengtai store, the anchor store of the Mall, is a general merchandise store proposing sophisticated urban lifestyle to its main target, young families with parents born in and after the 1980s. The store has an abundant lineup of clothing, food, and household items promising “safety and security,” “health and beauty,” “convenience and simplicity,” and “reasonable prices.”

## Outline of AEON MALL Beijing Fengtai

-Mall name : (Chinese name) 永旺梦乐城北京丰台

(English name) AEON MALL Beijing Fengtai

-Address : No. 88 Fengbao Lu, Fengtai Qu, Beijing, People's Republic of China

-Tel : AEON MALL Beijing Fengtai +8601-8336-2525

AEON Beijing Fengtai Store +8610-8336-8266

-Website : <http://fengtai.aeonmall-china.com/>

-Representatives : AEON MALL Beijing Fengtai General manager: Norikazu Oya

AEON Beijing Fengtai Store Store manager: Chi Bao Feng

-Number of stores: Anchor store: AEON Beijing Fengtai Store

Sub-anchor store: Zhong Ying (Cinema complex),

Toys”R”Us (large toy store), YY Sports (large sports equipment store)

Specialty stores: approx. 180 stores

-Land area: approx. 63,800 m<sup>2</sup>

-Total floor area: approx. 150,000 m<sup>2</sup>

-Gross leasable area: approx. 58,000 m<sup>2</sup>

-Building structure: RC structure, four stories above ground and two underground stories

-Parking capacity: approx. 2,000 cars

-Developer : BEIJING NJSTAR INVESTMENT MANAGEMENT COMPANY

-Management company: AEON MALL YOUNGA (Beijing) BUSINESS MANAGEMENT CO., LTD.

-Opening date: Saturday, September 18, 2015 at 9:00

-Business hours: Specialty stores and Restaurants: 10:00-22:00

Cinema complex: 10:00-25:00

AEON Beijing Fengtai Store: 9:00-22:00

\* Please note that some stores have different store hours

-Holiday: Open throughout a year

-Number of employees: approx.2,500 employees for the entire shopping mall (approx. 400 employees

for Aeon Beijing Fengtai store)

-Basic trade area: approx. 600,000 households (approx. 1.85 million residents) within 15-minute drive

**For your reference**

**[Aeon's business development in China]**

Eleven group companies have developed 17 SC, 46 GMS stores, 18 SM stores.

Corporate name	Total	GMS	SM	Mall style SC
AEON Stores (Hong Kong) Co., Limited	13	8	5	-
GUANGDONG AEON TEEM CO., LTD.	17	12	5	-
QINGDAO AEON DONGTAI CO., LTD.	9	8	1	7
AEON South China Co., Limited	10	9	1	2
AEON EAST CHINCA (SUZHOU) CO., LTD.	2	2	-	-
BEIJING AEON CO., LTD.	6	6	-	-
AEON (HUBEI) CO., LTD.	1	1	-	-
Aeon Maxvalu (Guangzhou) Co., Ltd.	3	-	3	-
Aeon Maxvalu (Qingdao) Co., Ltd.	1	-	1	-
Aeon Maxvalu (Jiangsu) Co., Ltd.	2	-	2	-
AEON MALL (CHINA) CO., LTD.	-	-	-	8
China Business in total	64	46	18	17

[As of September 19, 2015]

**[Shopping malls in China developed by AEON Mall Co., Ltd.]**

Mall name	Opening date	Land area	Total floor area	Gross leasable area	Parking capacity
AEON MALL Beijing International Mall	Nov. 2008	approx. 89,000 m <sup>2</sup>	approx. 147,000 m <sup>2</sup>	approx. 53,000 m <sup>2</sup>	approx. 3,000 cars
AEON MALL TIANJIN TEDA	Oct. 2010	approx. 98,000 m <sup>2</sup>	approx. 110,000 m <sup>2</sup>	approx. 55,000 m <sup>2</sup>	approx. 2,500 cars
AEON MALL Tianjin Zhongbei	Apr. 2012	approx. 89,000 m <sup>2</sup>	approx. 125,000 m <sup>2</sup>	approx. 62,000 m <sup>2</sup>	approx. 3,700 cars
AEON MALL Tianjin Meijiang	Jan. 2014	approx. 75,300 m <sup>2</sup>	approx. 159,000 m <sup>2</sup>	approx. 63,400 m <sup>2</sup>	approx. 2,400 cars

AEON MALL Suzhou Wuzhong	Apr. 2014	approx. 114,000 m <sup>2</sup>	approx. 154,600 m <sup>2</sup>	approx. 75,000 m <sup>2</sup>	approx. 3,100 cars
AEON MALL Wuhan Jinyintan	Dec. 2014	approx. 88,000 m <sup>2</sup>	approx. 182,000 m <sup>2</sup>	approx. 74,000 m <sup>2</sup>	approx. 2,900 cars
AEON MALL Suzhou Yuanqu Hudong	May 2015	approx. 99,300 m <sup>2</sup>	approx. 218,000 m <sup>2</sup>	approx. 74,900 m <sup>2</sup>	approx. 3,000 cars

**[Aeon Malls in Beijing and Tianjin area]**

<Beijing>



<Tianjin>



## ■ Mall Concept

### “Discover Your Own Style at Our Parks”

Our “Parks” are places where individuals and families can enjoy favorite pastimes, sports, and nature. Our Parks are where communities are created.

Each floor of the Mall offers a “Concept Park” matching various lifestyle scenes of our customers. Customers can find their own favorites here and enjoy a pleasant time doing their favorite activities. Our Parks are new lifestyle hubs for the community.





“All Your Favorites at the **CONCEPT PARK**”

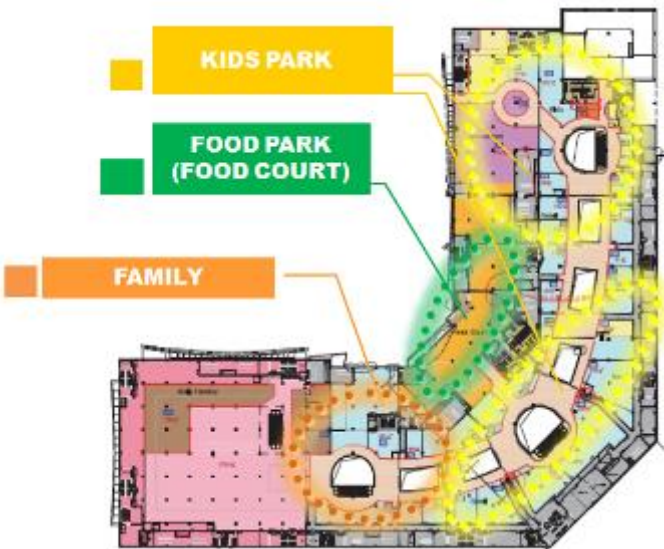
**1F** DELI & TERRACE GARDEN PARK & INTERNATIONAL FASHION



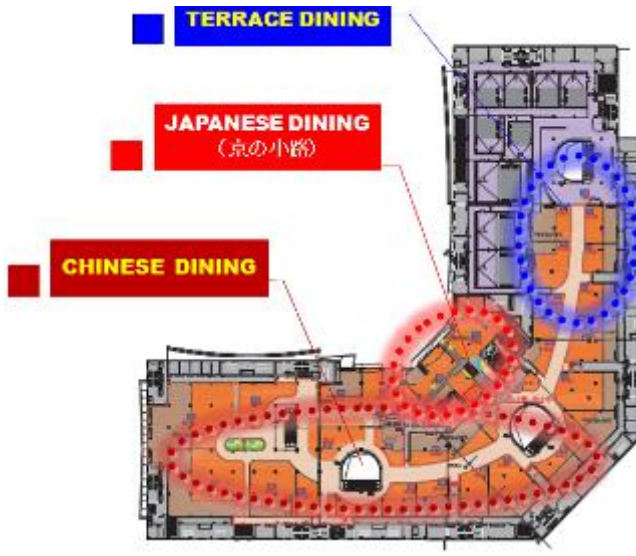
**2F** SPORT PARK / BEAUTY PARK & YOUNG FASHION



**3F** KIDS PARK & FAMILY FASHION



**4F** RESTAURANT PARK & CINEMA COMPLEX



## Features of Each Floor

### First Floor

#### ~DELI & TERRACE GARDEN PARK, INTERNATIONAL FASHION~

- The Terrace Garden Park comprises cafes and fancy goods stores. Customers can enjoy time to themselves at the cafes and other stores, and refresh themselves in a relaxing lifestyle all while being in the city.
- The Deli & Dessert Park features a broad selection of delicatessen foods, desserts, and drinks. Even customers with little time to spare can enjoy the “healthy” and “delicious” selections. The park also has trendy fashion and goods shops, making this floor a favorite among generations sensitive to the latest fashion trends.

#### ✧ Terrace Garden Park

The Terrace Garden Park features “MAAN COFFEE,” a café originally from Beijing with overwhelming popularity among a broad range of generations, a flower shop with seasonal flowers and greenery, “milkopedia,” a specialty yogurt ice cream shop for health-conscious customers, and other stores. The Park provides a relaxing urban atmosphere where customers can enjoy themselves in brewed coffee aromas and the relaxing fragrance of plants and flowers.



#### ✧ Deli & Dessert Park

The Deli & Dessert Park features “ACasia FARM,” a restaurant exclusive to Aeon Mall designed by “ACasia Kitchen”. Geared to support the needs of neighborhood workers to dine out, “ACasia FARM” offers a broad array of food booths, from a western food booth with a salad bar of fresh greens and vegetables and an open kitchen where cooks prepare pizza and pasta in a live atmosphere, to a seafood booth with fresh lobster and other ocean delicacies. The Park also offers sandwiches and other light meals, along with desserts to meet a wide range of customer needs.

#### ✧ Fashion & Item

- Hong Kong’s trendy select shop “I.T,” which is popular among the younger people sensitive to fashion trends, presents brand stores “:CHOCOLATE” and “b+ab.” The park also features “UNIQLO,” “OLD NAVY,” “earth music & ecology,” “ETAM,” and other brand stores



popular among consumers worldwide.

- As for fashion items, the Park features high-quality jewelry shop “Chow Tai Fook,” its first outlet in an Aeon Mall in China, along with “I DO,” “KEER,” and others. In addition to fashion brands, the Park also offers fancy goods shop “POP MART” and stores.

## **Second Floor**

### **~SPORTS PARK & BEAUTY PARK, YOUNG FASHION~**

The Sports Park features sports-related stores and a fitness gym. The Beauty Park is a health and beauty paradise where customers can refresh their minds and bodies and realize their own unique lifestyles at the cosmetics, esthetique, nail, and hair salons all gathered to support the beauty and health of customers. The Park also features fashion for younger generations and a large variety of goods shops to provide enjoyment for every generation.

#### ✧ **Sports Park**

Sports Park is a “Health” concept park of 4,000 m<sup>2</sup> facility with a large-scale sports shop “YY Sports,” which offers a host of famous brands, including world famous “NIKE,” “adidas,” “NEW BALANCE,” and “PUMA.” The Park also has a sports gym.

#### ✧ **Beauty Park**

The Beauty Park features 10 stores that support healthy minds and bodies including “Watsons,” with more than 1,800 stores throughout China offering skincare, personal care, and medical products, along with “Blanc,” an eyelash extensions specialist which adopted Japanese techniques, salons and spas.



#### ✧ **Young Fashion Zone**

- The Young Fashion Zone features unisex brand shops from around the world, including Danish brand “SELECTED,” Korean brand “BASIC HOUSE,” and popular Chinese brands “La Chapelle,” “Me & City,” and “GXG.”
- The Zone also features a host of trendy fashion and lifestyle related specialty stores, including



fashion item shop “Hotwind,” shoe stores “DAPHNE” and “Teenmix & Tata,” accessories shop “AJIDOU,” and hobbies and lifestyle related item shops “MINISO,” “The Green Party,” and “LNO.”

### **Third Floor** ~KIDS PARK & FAMILY FASHION~

The theme of the third floor is kids and families. The Kids Park is built for playing and learning, with zones for kids to experience, discover, and grow. There are many exciting play areas and specialty stores for kids. In addition, the floor also features spacious 2,100m<sup>2</sup> food court area, and fashion and fashion goods stores for the whole family.

#### ✧ **Kids Park**

Kids Park features amusement park “YuYuTo” welcoming small children with a “Large Tree” playground where kids can play freely in a sand box, on slides and with other play equipment commonly found in parks. There is also the “CARTOONY WORLD” amusement park designed for elementary school children and older, a photo studio, and a crafts school. The Park also features popular toy store “Toys “R” Us,” “Kids Land & LEGO,” and “Ijjiababy” for toddlers.



#### ✧ **Kids & Family Fashion**

- The Park also features a wide variety of specialty stores for kids and families, including popular sports brands “NIKE KIDS” and “adidas KIDS,” along with Japanese brand “HAO” and popular Chinese brands “Balabala,” “Me&City KIDS” and “gxc KIDS.”
- The Japanese music instrument store chain “Shimamura Music” opens its first store in China , selling guitars, pianos, and other instruments, while offering music lessons to share the joys of music.

### **Fourth Floor** ~RESTAURANT PARK & CINEMA~

The fourth floor comprises a cinema complex and restaurant zone. The spacious Restaurant Park boasts 35 restaurants over three distinct zones covering approximately 9,000m<sup>2</sup>. The Terrace Dining zone is an open space exuding an outdoor terrace feeling in an indoor environment. The Chinese Dining zone offers popular selections from various parts of China. The Japanese Dining zone is designed to

resemble the quaint alleys of Kyoto, offering popular Japanese dish. The Restaurant Park promises a variety of dining selections for various life scenes.

✧ **Terrace Dining**

The Terrace Dining zone borders the walkway to the cinema complex and features open terrace-style seating. The lighting over the terrace seating changes colors between day and night to produce a natural ambience. The Zone offers popular specialty pizza shop “Tube Station,” which is known from its shop at the popular Sanlitun Village in Beijing, along with “Burger King,” which is popular among young people, along with Japanese chain shops “PIA JOLY,” “Beni-Tora Gyoza-bou,” and “Curry House COCO ICHIBANYA.”



✧ **Chinese Dining**

The Chinese Dining zone gathers the best food from across China. The selections include “Xibei,” a northwest cuisine chain popular among all ages, Hunan cuisine chain “South Memory,” Taiwanese chains “Bellagio Cafe” and “Taiwan Da Pai Dang,” Yunnan cuisine chains “Yunhaiyao” and “Dian Cao Xiang,” along with “Re La Yi Hao,” a hot-pot eatery founded by a Chinese celebrity.

✧ **Japanese Dining (Kyoto Street)**

In the Japanese Dining zone, the narrow alleys of Kyoto and Japan’s ambience are brought to life. The zone gathers together a popular array of Japanese cuisine chains, including “Marugame Seimen” and “Gokoku,” which are already popular in China, along with “Edomae Sushi” originated from Beijing, and its sister restaurant “Edomae Shokudo” and “Akasakatei,” as well as the Japanese yakiniku restaurant “Kogyu” and the teppanyaki restaurant “Ya Ma Hua Shi Teppanyaki.”



# Aeon Beijing Fengtai Store Proposes New Urban Lifestyles

## ~6<sup>th</sup> Aeon's GMS in the Beijing, Tianjin Region~

Beijing Aeon Co., Ltd. (Aeon Beijing) opens general merchandise store (GMS) Aeon Beijing Fengtai store (Chinese name: 永旺北京丰台分公司) as the anchor store of Aeon Mall Beijing Fengtai. Including those in Hong Kong, this is the 46<sup>th</sup> Aeon's GMS store to open in China.

Aeon Beijing Fengtai caters to new-generation families with sophisticated urban lifestyles, contributing to the creation of enriched lifestyles for the local community.

### ◆Features of Aeon Beijing Fengtai Store

Within a 5km circumference of Aeon Beijing Fengtai store are a large number of double-income households of younger Chinese born after 1980, or the so-called "new generation." The area also features many schools, and approximately 20% of the population is elementary school-aged children. New-generation families bring a wide range of values and robust consumption, reflecting their eagerness to incorporate new values to their lifestyles.

Given these community attributes, Aeon Beijing Fengtai store aims to propose sophisticated urban lifestyles to these new generation families. The store features offers an abundant selection of products highlighted by "safety and security," "health and beauty," "convenience and simplicity," and "reasonable prices."

### ◆First Floor, Food and H&BC Floor: Providing "Safety and Security," Convenience and Beauty

Food lineup in the first floor is designed to make customers' everyday dietary more abundant and fun, with the keywords of "safety and security." The food lineup includes not only locally developed "Topvalu" products, but also those developed for the Japanese market.

The perishable section features an abundant amount of organic agricultural products as well as reasonably priced fresh vegetables shipped directly from their production sites or markets. The fresh meat section offers a variety of ready-to-cook meat such as sliced meat and pre-seasoned beef or steaks to meet growing local demand for yakiniku meals.

With a midday population of approximately 100,000 people within a 10-minute walk, Aeon Beijing Fengtai store features a hearty delicatessen section to meet expected demand. The Store will serve lunchtime demand from office workers in the area and propose new meals for new-generation families. In addition to Chinese foods, the Store features sushi with fresh fish, and a plentiful lineup of western foods and sweets. The "Eat Square" section offers a place for customers to eat purchased foods in-store.

The food area also has an easy and convenient lineup of pre-prepared ready-to-eat or cook food, pre-cut fruits and salads. The in-store bakery features sweets, fast foods, and breads just out of the oven to satisfy the needs of new-generation families, particularly female customers.

The Store also offers a plentiful lineup of imported food mainly from Japan, including luxury grocery items, beverages, seasonings, and instant foods.

The confectionery section offers candies, gummy sweets, and snacks packed with character- featured toy and candy shipped from Japan, along with popular cookies and chocolates, candies and other individually wrapped items sold by weight.

The H&BC floor features “Keana Nadeshiko” and “SANA” among more than 30 Japanese brands popular among Chinese customers, offering new-generation families beauty, health, and high-quality skin-care items. The floor also offers a full lineup of popular counseling cosmetics along with directly imported cosmetics from such brands as “Max Factor” and “Freeplus.”

### **◆Second Floor, Clothing & Household Items Floor: Lifestyles Befitting New-generation Families**

The fashion goods corner features accessories, handbags, and a shoes section where ladies can easily and freely select and purchase products.

The clothing section proposes new styles for new-generation families, including “Caribbean Joe” (men’s), a casual American resort brand, “BALENO” (men’s) a casual brand popular among younger Chinese, and “PART 2 BY JUNKO SHIMADA” (ladies’), which offers seasonal coordinated fashion with French style.

The undergarments section features a full lineup of “Topvalu” functional undergarments, Japanese stockings popular among Chinese women, and other products with distinctive qualities and functions.

Amid a recent boom in travel, the travel-related section offers a lineup of convenient accessories and other travel-related items to help make vacations an unforgettable event.

The kitchenware section features an abundant selection not only for Chinese cooking, but for Japanese and western cooking to support all the kitchen needs of new-generation families who enjoy foreign dishes. The floor also boasts a home furnishings section featuring colorful room cushions along with popular storage item brands “Yishang,” “A+” and other brands to support sophisticated urban lifestyles.

### **◆Third Floor, Kids Floor: New Kids’ Lifestyles for New-generation Families**

The third floor features zones dedicated to various kids’ lifestyle scenes, from learning, playing to spending time with families Providing shopping experience where families can have fun.

The symbol of the floor is a “Large Tree” playground in the center which offers a gathering space for kids to play. The trunk of the tree is fitted with special digital cameras which can send shots to smartphones. Families can enjoy both real-time play and digital memories.

The floor also has a character goods section featuring “Doraemon,” “Hello Kitty,” and other popular Japanese characters and related goods.

The floor has Molly fantasy, a family amusement facility, managed by Aeon Fantasy Co., Ltd. The walls of Mollyfantasy are designed with a three-dimensional effect in which popular character La La-chan and her friends pop out of the walls like a pop-up storybook. This is the first application of such a design by the company in China.

The floor also features a futuristic amusement park designed by Japanese IT technologists' group "teamLab", for the first time in Beijing for a limited period of time. Kids can enjoy a new kind of wonder and fun created through a fusion of reality and virtualness amusement promising a new kind of wonder and fun.

#### **◆Other Services and Facilities**

Aeon Beijing Fengtai store also provides a wide range of services to support both customers and their daily lifestyles. In addition, the Store is collaborating with local residents in environmental conservation activities.

#### **Services Menu**

- Collection machines for bottles
- Automated train ticket machines
- Automated reception machine for delivery services.

#### **New PR activities towards new-generation families**

Aeon Beijing Fengtai store is adopting new PR methods to better promote its activities to a greater number of new-generation families. The Store is posting banner ads on its website beginning approximately one month before the Store opening and lasting for three months, and has set up special PR webpages for Aeon Beijing's WeChat members, point card members, tenants, and concessionaires. Additionally, in order to enable customers to share the information themselves, the Store will release videos on "Youku," China's largest video-sharing website, illustrating the characteristic and showing the liveliness of the Store.



## Universal Design

A basic principle behind Aeon's shopping malls is that all customers, regardless of age or gender, can enjoy a convenient and comfortable shopping experience. Aeon continually strives to create comfort and ensure that all customers are satisfied and have an enjoyable time. Additionally, Aeon believes that its shopping malls must do far more than just sell products and provide services. Shopping malls are community hubs which are welcomed by the local community and should contribute to enriched lifestyles. Aeon's shopping malls thus aim to be "shopping malls for people and the environment," offering a pleasurable experience for all visitors, including senior citizens, people with physical disabilities, and families shopping with infants.

### ■ Specific Initiatives

#### 1. Guiding customers smoothly to their destinations

➤ **Zones easily identifiable by color-coding and design**

The spacious mall interiors use easily identifiable designs, colors and signs to ensure that customers can easily recognize their location and direction. Parking areas are also separated by a distinctive color for each area to make it easy for customers to identify their parking spot.



➤ **Information counters**

Information counters inside mall help customers reach their destinations easily. Staff not only give directions, but offer a wide variety of other services to meet the diverse needs of customers, including finding lost children and articles, renting wheelchairs and animation character-themed shopping carts, which are popular in China, and providing package-wrapping service.

#### 2. Stress-free parking areas

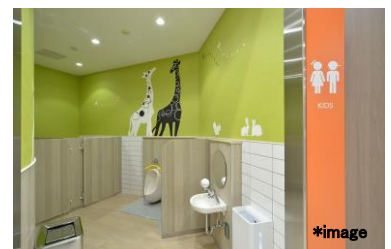
- The Mall has approximately 800 indoor parking spots on the B1 and B2 parking levels to keep customers away from rain.
- A parking management system with LED indications makes it easier to find available parking spots. The parking zones are also color-coded and marked with signage to help customers find their vehicles.



#### 3. Comfortable spaces everyone can enjoyably use

➤ **General lavatories, kids' lavatories**

The Mall has nine general-use lavatories as well as specially designed kids' lavatories centrally located on each floor. Additionally, on the north end of the third floor near the Kids Park, there are a baby room and a powder room (inside of female lavatories; total of two). These amenities ensure that customers of all generations can comfortably use the facilities.



➤ **Barrier-free design**

The interior of the Mall is completely free of steps, providing a barrier-free design welcoming to senior citizens and people with physical disabilities.

➤ **Special parking spaces for customers with disabilities**

There are a total of 22 parking spots for customers with physical disabilities, comprising eight spots on the ground level, 12 spots on the basement levels, and two on the roof. The widened parking space helps easy parking and getting on and off the vehicles.



**Safety, Security, Disaster-prevention, Crime-prevention**

■ **Specific initiatives**

**1. Safety and security**

- The railings around the Mall atriums have been set at 1.4m, which is higher than normal height, to prevent children from falling.
- In accordance with a Beijing City no-smoking ordinance instituted in June 2015, smoking is prohibited in all indoor areas of the Mall. Outside the Mall, two smoking corners have been installed.



**2. Disaster- and crime-prevention**

- Anti-crime camera systems have been installed in the parking areas (basement, ground, indoor, and rooftop levels) and inside the Mall to ensure that customers can shop with peace of mind and to strengthen anti-crime and emergency responsiveness.

**Environmental Conservation and Social Contributions**

The Mall is designed to be “a mall for the people and the environment.” In terms of environmental conservation, the adoption of LED for signage and lighting contributes to the reduction of CO<sub>2</sub>, while the flexible operation of air conditioning heat sources raises the efficiency of the heat source burden.

Additionally, the Mall will implement various initiatives through Aeon 1% Club Foundation of which Aeon Group companies members. The Foundation supports the sound development of the youth who will carry on the next generation, promotes friendly relations between Japan and foreign countries, and supports the sustainable development of local communities.

■ **Specific Initiatives**

➤ **LED lighting**

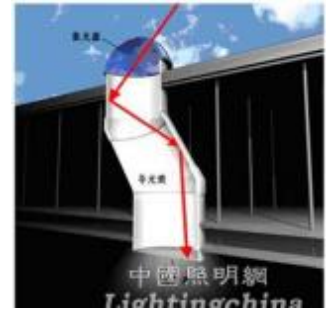
All of the indoor lighting and the outdoor signage use LED instead of the traditional fluorescent bulbs in order to reduce electricity consumption and CO<sub>2</sub> emissions. Additionally, the basement-level lights in the parking areas are equipped with sensors to sense cars and people, which further reduce CO<sub>2</sub> emissions. LED is also being promoted among the specialty stores to further promote energy efficiency.

➤ **Heat exchangers**

Instead of emitting all internal air directly outside the facility, an amount of air equal to one-third of the air intake is passed through a heat exchanger and emitted in order to reduce energy loss.

➤ **Light guide lighting**

Part of the fourth-floor elevator hall is equipped with a sunlight guide pipe which allows sunlight to be used directly for indoor lighting. This lighting method not only raises energy efficiency, but also delivers refreshing sunlight to the fourth floor areas.



➤ **Inverters**

The escalators and turbo cooling equipment on the first and second basement levels use inverters to reduce output and raise energy efficiency.

➤ **Two types of solar panels for power generation and water heating**

Approximately 440m<sup>2</sup> of solar power generation panels are installed on the parking complex and the cinema roofs, generating a maximum of 65kW of power for internal lighting. Additionally, solar water heating panels are installed on the roof to generate hot water for the lavatories and other equipment.

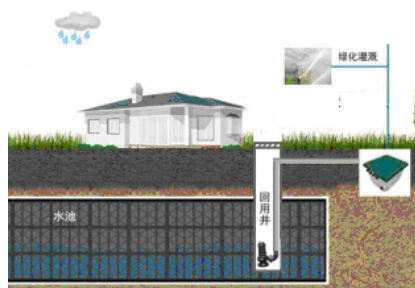


➤ **Rainwater reuse**

A regulating reservoir (2,000t) is installed underground to prevent flooding after heavy rains. The water is reused to water plants.

➤ **Wastewater reuse**

A portion of general wastewater is processed through aeration filtration and reused for flushing toilets. (130t/day)



➤ **Enhanced heating efficiency**

The centrally located windbreak room performs a three-stage windbreak in which external air is blocked from entering the Mall to maintain heating efficiency. Additionally, warm air in the fourth floor passageways are recirculated to some of the first floor windbreak rooms to buffer cold air in the winter.

➤ **Introducing and raising awareness of environmental conservation activities**

"Eco Information" booths are set up to introduce the Mall's environmental conservation activities in order to promote awareness among customers.

➤ **Rental cycle stations (planned)**

In support of the green transport policy implemented by Beijing City, a rental cycle station is scheduled to be installed on the Mall grounds.



➤ **Recharging station for electric vehicles**

A recharging station with space for 15 vehicles is located on the Mall grounds to support the shift to electric vehicles.



➤ **Aeon Hometown Forests Program Tree-planting Ceremony**

Aeon is implementing the Aeon Hometown Forests Program as part of its environmental conservation and social contribution activities performed in collaboration with local customers. Under the Program, Aeon and the local community jointly plant saplings of homegrown trees and lovingly nurture them.

A tree-planting ceremony was held at the Mall on July 4, 2015 (Saturday). More than 500 local customers helped plant approximately 3,500 saplings of four different local trees.



➤ **Japan-China Teenage Ambassador Program (Japan-China high school student exchange)**

Aeon 1% Club Foundation has been hosting the Teenage Ambassador Program since 1990 to provide opportunities for high school students from Japan, China and ASEAN countries to visit each other's nations and engage in international exchange. In July 2015, the Foundation invited Chinese students to Japan, and in October, Japanese students will reciprocate the visit. High school students from Beijing City, Wuhan City, and Suzhou City representing various areas of China took part in various activities with Japanese counterparts to deepen mutual understanding.





➤ **Clean & Green campaign**

On the 11<sup>th</sup> of each month, Aeon employee volunteers take part in “Clean & Green” activities aimed at cleaning areas surrounding its business sites. Aeon Mall Beijing Fengtai began its activities during the construction of its Mall.

**Other Facility Initiatives**

➤ **Abundantly Green shopping environment**

Approximately 2,000 trees have been planted on the exterior grounds of the Mall and approximately 260 large and small planters for various types of plants placed inside the Mall to provide a pleasant shopping environment for customers.

➤ **Relaxation spaces**

Relaxation spaces are situated in every area of the Mall to provide rest spots for customers. Inside the Mall, a total of 400 cushioned benches have been installed.

➤ **Parking fee payment through smart phones**

Customers can pay their parking fees when they exit the parking areas or through prepaid settlement machines, or through their smartphones.

➤ **Facilities**

A rest area for employees has been created at the rear of the Mall to enable specialty store staff, facility cleaning staff, and others to refresh themselves during their workdays.

➤ **Water fountain square**

A water fountain square is located outside the central mall entrance. Families can relax around the fountain and children are welcome to play in the water. Live events will also be staged in the area.



➤ **Shuttle bus**

A seven-route shuttle bus system makes it more convenient for customers to visit the Mall. Two of the routes connect the Mall with the nearest subway stations, each offering buses about every 20 minutes (Subway Line No. 9 Fengtai Science Park Station and Subway Line No. 9 Guogongzhuang Station). The other routes operate one or two buses every hour.



## Initiatives for Children's Enjoyment

### ➤ **Character-themed shopping carts**

The Mall has 30 character-themed shopping carts which are popular among children.

### ➤ **Third-floor Kids Park**

The Kids Park features a “Large Tree” playground surrounded by many types of safe and secure toys for children. The area also has interactive games projected onto the floor and other areas using projection mapping. Talking wastebaskets and a host of other creative ideas have been designed into the area to excite children.



## Features of the Interior Design

The interior of Aeon Mall Beijing Fengtai has been designed around the concepts of “towards the future” and sophisticated urban lifestyles proposed by Aeon.” The Mall is located in the Huaxiang district of Fengtai, which has long been a famous flower-producing site. These themes and regional characteristics were taken into consideration in establishing an interior design from a new perspective.

### ➤ Main Mall

The first to third floors of the main mall and their atrium areas are united as a single design element. This element changes gradually from south to north. The monotone color qualities of the interior express the refined atmosphere of an urban-style mall and allow the individuality of the specialty store facades (signage) to be expressed. The fourth floor restaurant area adopts a completely different design.

### ➤ Three Courts

The Mall features three separate courts all unified by the “towards the future” theme. While the courts are joined by common design elements, design changes are also incorporated into various areas to match their characteristics. For example, the south court emphasizes “casual,” the center court “stylish,” and the north court connecting to the cinema “activity.”



[Access Map]

<Neighboring area>



<Subway map>

Nearest station: Subway route 9 “FENGTAI Science Park” or “GUOGONGZHUANG” station

